Prolight + Sound 2024 Keynotes and Live Acts



L-R: Yasi Hofer, Gregor Tresher, Edgar Dirksen, Hanna-Lena Neuser, Prof. Lars-Uwe Bleher, Stefan Weil, Levi Jack Sibthorpe, Jan Detavernier, Christopher Matthews, Prof. Tim Wall, William Ellis, Genevieve Cleary, Prof. Stefan Luppold, Patrick Haag, Michael Kastner, Emanuel Satie.

A lively mix of glitz, glamour, training and networking: this year, Prolight + Sound is focusing even more strongly on its unique combination of entertainment and business. The lecture programme has never been more international and diverse. From sound to light, themes are taken up that turn the stages of this world into magical places. With the Live Box, visitors can also look forward to a new attraction that puts one of the core elements of the Prolight + Sound DNA back in the spotlight: music.

The Main Stage in Hall 11.0 will be a central focal point of the upcoming event (19-22 March 2024), where renowned speakers will present exciting talks on industry-relevant topics every day - from sustainable event concepts and pioneering audio systems to success factors for events.

Tuesday (19 March): A strong focus on music and sound experiences

In his keynote speech "Music makes the people", Stefan Weil, CCO of the renowned Atelier Markgraph, will talk about the diverse effects and applications of music as well as its impact on society and us as individuals. Another highlight awaits the audience with a talk by industry icon, award-winning creative director, live show producer and choreographer Geneviève Cleary. In over 30 years in the entertainment industry, the Canadian has worked with stars such as Rihanna, David Guetta and Calvin Harris and has led creative projects on behalf of global brands such as Disney, Mercedes Benz, the Olympic Games and Cirque du Soleil. In her keynote "The Power of Sound", Cleary will share fascinating insights into the power of sound and its multidimensional effects on a physiological, psychological and

Phoca PDF

emotional level.

Wednesday (20 March): New target groups - stadiums, churches and more

New impetus for the event industry will be provided by the keynote "Metamorphosis. Church spaces as meeting places of the future". Prof. Lars-Uwe Bleher (Darmstadt University of Applied Sciences, Atelier Markgraph) and Hanna-Lena Neuser (Director of the Evangelische Akademie Frankfurt) will discuss theories on the transformation of church spaces, analyse global benchmark cases and provide food for thought on how the transformation of churches can succeed. In the context of Prolight + Sound, current trends and the potential of technological aspects will also be explored.

Presented by the EVVC (European Association of Event Centres), Marion Schöne, Managing Director of Olympiapark München, will report on the European Championships in Munich and explain how a sustainable major sporting event can succeed. Also on Wednesday, internationally renowned producer and DJ Gregor Tresher (Cocoon Recordings) and Edgar Dirksen (A&R / label head of Cocoon Recordings) will offer exciting insights into the life of a producer, running a DJ label, their career paths and much more.

Thursday (21 March): From innovative stage sound to sustainability

From lighting, sound, camera and stage technology to sustainability concepts and technological innovations - our industry is characterised by diversity, creativity and a wealth of ideas. This is also reflected in the keynote programme at Prolight + Sound. The presentation "Catapulting live entertainment into the future - How the HOLOPLOT X1 Matrix Array delivers powerful, clear and flexible audio at the Sphere in Las Vegas" will focus on a fascinating innovation in the field of audio technology. Michael Kastner, Head of Product at HOLOPLOT, will provide insights into the revolutionary X1 Matrix Array audio solution behind the record-breaking SPHERE project in Las Vegas.

Music lovers can look forward to the keynote "What is your One LP?". Prof Tim Wall and photographer William Ellis will present the critically acclaimed photo portrait series "The One LP Project". This explores the inspirational qualities of recorded music and the impact it has on people's lives. Each portrait features an individual with an album of great personal significance and is accompanied by a short interview reflecting on the meaning and value of the chosen record. The accompanying photo exhibition "The One LP Experience" in the Portalhaus is freely accessible to visitors to Prolight + Sound.

The topic of sustainability will be the focus of the keynote "Bamboo is Booming: Building Climate-Positive Events" on Thursday. Christopher Matthews (Atelier One), Levi Jack Sibthorpe (Nachtlab Agency) and Jan Detavernier (BambooLogic) will explain how bamboo can shape the European event industry in the next decade when it comes to scenic design, load-bearing structures, regenerative cultivation

Phoca PDF

and socio-economic factors.

Friday (22 March): Economic factors and academic education

On Friday, economic aspects of the event industry and academic education will be highlighted. Prof Stefan Luppold (DHBW Ravensburg) and Patrick Haag (Head of Marketing music & light design GmbH) will deal with topics such as increasing brand awareness or improving a company's image and often underestimated aspects such as catering and matchmaking in their presentation "Success factors for events".

In a university roundtable, Laura van Haperen (VPLT - Association for Media and Event Technology), Prof. Dr Alexander Lindau (BHT - Berlin University of Applied Sciences), Prof. Axel Barwich (Mittelhessen University of Applied Sciences) and Anke von der Heide (HAW Hamburg Media Architecture) will discuss the topic of academic education in media and event technology. Questions from the audience are explicitly encouraged.

In addition to networking, product innovations and educational programmes, Prolight + Sound also stands for entertainment. In 2024, visitors can expect a real entertainment highlight with the newly created Live Box. The 100 m² area is part of the Performance + Production Hub (Hall 11.0, E50), which has been expanded to 3000 m². Internationally renowned performers will provide insights into their skills in the Live Box.

For example, the award-winning Emanuel Satie will be presenting a live set there on Wednesday (20 March). The internationally sought-after producer and DJ will also be providing the musical entertainment on Wednesday evening at the PLS Community Night. Handmade rock awaits the audience on Thursday (21 March). Guitarist Yasi Hofer (e.g. Yasi Hofer Trio, Helene Fischer Band, etc.) will bring the Live Box to life with her energetic riffs and rousing songs. Music enthusiasts can also look forward to performances by DJ Ray-D, Oliver Magenta, DJ Iron, 69 Beats, ARKAI, Denise Frey, Dshanna, Escape Kid, Ray-D, Tim Kroker and many other artists. The final programme will be announced in the coming weeks.

As the leading trade fair for the entertainment technology sector, Prolight + Sound offers its visitors the entire range of event technology: from the most comprehensive international range of theatre and stage technology (ProStage) to Europe's largest platform for lighting technology in the event sector (ProLight) and the most spectacular innovations in professional audio (ProAudio) and AV technology (ProAV). Innovative solutions for the event sector will also be presented (ProEvent).

From 19 to 22 March, visitors can also look forward to an extensive training programme, new Community Nights in exclusive locations, emotional live performances by internationally renowned artists and a top-class lecture programme. The trade fair will focus on new technologies and fields of application as well as cross-industry topics such as recruiting, promoting young talent,

Phoca PDF

sustainability and gender equality in the event and entertainment industry.

Participation in all presentations, workshops and product demos as well as the PLS Community Nights is free of charge for visitors with a valid ticket.

www.pls.messefrankfurt.com

Phoca PDF